

## **Resources and Technical Assistance for Developing Hospital Policies that Support Breastfeeding**

**Hospital Breastfeeding Data:** In 2010, 91% of California women initiated breastfeeding in the hospital, yet only 57% breastfed exclusively. The 2010 in-hospital breastfeeding report, utilizing data collected from the Genetic Disease Screening Program's Newborn Screening Test Form, provides hospital level breastfeeding initiation rates. Hospital staff and administrators can use this information to examine the percentage of women who initiate "any" and "exclusive" breastfeeding at their hospital and compare this data to other hospitals as well as to the State rates. It also provides information about the differences in hospital breastfeeding rates by ethnicity.

**Please note: 2010 data serve as the new baseline for future comparison and trending of in-hospital breastfeeding practices.** It should not be compared to data for previous years (2004-2009) that are currently posted to our Breastfeeding Statistics web-site due to revisions to the Newborn Screening Test Form as well as changes in our data analyses methodology during this time period. For further details on our methodology, please reference the footnotes section of the 2010 data report available on our Breastfeeding Statistics web-site at: <http://cdph.ca.gov/BreastfeedingData>.

### **NEW! Hospital Training**

Per Senate Bill (SB) 22, 2007, the CDPH developed an 8 hour training entitled "Increasing Exclusive Breastfeeding Rates in California's Hospitals." This training was developed to help hospitals providing maternity care increase the breastfeeding rates in their institution. CDPH designed this learner-centered curriculum in three sections. The first section is for hospital administrators to demonstrate the benefits of the hospital becoming baby friendly. Sections two and three are for a team of interdisciplinary staff with the authority to change hospital policy and procedures. These sections describe how to assess the hospitals current support of breastfeeding and develop an action plan. The entire training curriculum will soon be available at: <http://cdph.ca.gov/breastfeeding>.

**Maternity Practices in Infant Nutrition and Care (mPINC) Survey:** The CDC has disseminated results of the 2009 Maternity Practices in Infant Nutrition and Care (mPINC) Survey to all participating hospitals and birth centers in the United States. Each participating facility received a customized mPINC Benchmark Report designed to 1) communicate directly with the hospital personnel most able to influence hospital practices and policies; 2) address specific barriers to evidence-based maternity care related to breastfeeding; and 3) increase prevalence of hospital practices and policies that are associated with improved breastfeeding outcomes. Hospitals are encouraged to utilize their data to integrate maternity care into related quality improvement efforts. In addition, state (2009 and 2007) and regional (2007) level mPINC benchmark reports highlighting specific opportunities to improve maternity care in California have been posted to CDPH's mPINC Survey web-site at <http://cdph.ca.gov/mpincdata>. For more information about CDC's mPINC Survey visit [www.cdc.gov/mpinc](http://www.cdc.gov/mpinc).

**CDPH Breastfeeding website / California Model Hospital Policies:** As evidence-based care is the goal for all California hospitals, the CDPH Breastfeeding and Healthy Living website, <http://cdph.ca.gov/Breastfeeding> includes a variety of resources, including the 2005 California Model Hospital Policy Recommendations, which list policies that have proved to increase exclusive breastfeeding rates in hospitals. An internet-based toolkit includes information, such as sample policies and chart reviews, as well as links to state, national and international professional resources for practical steps to accomplish gradual policy changes.

**Birth and Beyond California (BBC):** The BBC Project was implemented by the CDPH, Maternal, Child and Adolescent Health (MCAH) Division from January 2008 through June 2009. The BBC model utilizes Quality Improvement methods together with staff training to implement evidence-based policies and practices that support breastfeeding within the maternity care setting. This project provided participating hospitals with ongoing quality improvement technical assistance, resource development and on-site education and training. All the materials necessary to implement BBC in hospitals are available at: <http://cdph.ca.gov/BBCProject>.

**The Regional Perinatal Programs of California (RPPC):** RPPC, a network of regional public health consultants that promote access to risk appropriate perinatal care for pregnant women and their infants, are locally available to assist hospitals in implementing breastfeeding quality improvement. The contact information for each Region's RPPC Coordinator can be found at: <http://cdph.ca.gov/RPPC>.

**Local Breastfeeding Coalitions and Coordinators:** The CDPH urges all labor and delivery facilities to work with their local breastfeeding coalition, which can be found at <http://californiabreastfeeding.org/members.html>, in order to address barriers to women exclusively breastfeeding. In addition, each local health jurisdiction has a designated breastfeeding coordinator, which can be found at <http://cdph.ca.gov/Breastfeeding>.

**Women, Infants and Children (WIC):** Hospitals and local WIC agencies are important partners in increasing exclusive breastfeeding rates for low-income mothers. WIC can provide prenatal breastfeeding education and anticipatory guidance, pumps when needed, and, in some areas, peer counselors to support breastfeeding mothers. To locate WIC sites in the area of your hospital, use the "Find a Local WIC Agency" search function, located on the WIC Works website at: <http://www.cdph.ca.gov/Programs/wicworks>.

**Baby Friendly Hospital Initiative:** As of July 2011, there are 38 labor and delivery facilities in California that have earned the designation of "Baby Friendly" as defined by the United Nations Children's Fund (UNICEF)'s Baby Friendly Hospital Initiative. Additional information and the names of the California facilities with this prestigious designation can be found at [www.babyfriendlyusa.org](http://www.babyfriendlyusa.org). Hospitals have found that once they have implemented the California Model Hospital Policy Recommendations, they can more easily meet most of the requirements for this well-respected recognition.

**The Joint Commission Center for Transforming Healthcare (TJC):** As of April 1, 2010, TJC has a Perinatal Core measure set that includes exclusive breast milk feeding. While breastfeeding is the goal for optimal health, it is recognized that even when human milk is provided indirectly, it is still superior to alternatives. California Department of Public Health (CDPH) encourages California hospitals to select the new Perinatal Care Core Measure Set. The United States Breastfeeding Committee has produced a helpful resource entitled "Implementing TJC Perinatal Core Measure on Exclusive Breast Milk Feeding" USBC's toolkit that addresses the exclusive breast milk feeding core measure. It is found at [www.usbreastfeeding.org/](http://www.usbreastfeeding.org/).